Revisiting The Emerging Market Category: Does BRIC and MINT still apply for future research?

Revisiting The Emerging Market Category: Does BRIC and MINT still apply for future research?

Additive manufacturing and the global factory: Disruptive technologies and the location of international business
Hannibal, M. & Knight, G., 1 dec. 2018, I: International Business Review. 27, 6, s. 1116-1127

Considerations into International New Social Ventures: Propositions for Future Research

The Potential of Additive Manufacturing: A Market, Product and Process Development Perspective
Blichfeldt, H., Knudsen, M. P. & Hannibal, M., 1 jun. 2018, s. 1. 18 s.

A CULTure of entrepreneurship education

Digital entrepreneurship: A longitudinal case study in a traditional firm

Reviewing emerging markets: context, concepts and future research
Udbredelsen af 3d print og additive manufacturing i dansk industri: resultaterne af den danske screening 2018

A Review of the Emerging Markets Literature: Context, Concepts and Future Research

Digital entrepreneurship in a traditional production firm: A longitudinal case study

Enacted identities in the university spin-off process - bridging an imaginative gap
Hannibal, M., 2017, I : Journal of International Entrepreneurship. 15, 3, s. 239-265

The intended image of a place brand: A Danish case study

Understanding the process by which female entrepreneurs create INVs

Opportunity recognition and international new venture creation in University spin-offs: Cases from Denmark and Ireland

A CULTure of entrepreneurship education
Farny, S., Frederiksen, S. H., Hannibal, M. & Jones, S., 31 aug. 2016, I : Entrepreneurship & Regional Development. 28, 7-8, s. 514-535

The Intended Image of a Place Brand: A Danish Case Study

The Representation of Time in the International Entrepreneurship: Are the Norns at Play?

Proactivity revisited

The concept of proactivity revisited

The Use of Intuition in Venture Capitalist Ecosystems

Developing socio-culturally embedded entrepreneurship: A cross-disciplinary research program

Re-evaluating market creation at the intersection of consumption, migration and entrepreneurship

Digital Entrepreneurship In a Traditional Production Firm: A Longitudinal Case Study
Hannibal, M. & Rasmussen, E. S., 2014, I : International Journal of e-Services and Mobile Applications. 6, 3, s. 48-66
Organising and leadership of multipartner projects: An investigation among engineering consultants

Student Ownership of the Entrepreneurial process

Collaboration and performance in Multi-Partner Projects: The case of engineering consultancies. Research methodology
Aagaard, A., Eskerod, P., Hannibal, M., Madsen, J. K., Madsen, T. K., Petersen, B. & Rosenbaum, S. M., feb. 2013,
Odense: Syddansk Universitet, Institut for Marketing & Management, s. 1-73, 73 s. (Working papers in marketing &
management).

Effectively Effectuated

The CULTure of Entrepreneurship Education

The Proactive entrepreneur revisited

Sensemaking of the Entrepreneur in the University Spin-Off

Stakeholders and Marketing Capabilities in International New Ventures: Evidence from Ireland, Sweden, and Denmark
Evers, N., Andersson, S. & Hannibal, M., 2012, I : Journal of International Marketing. 20, 4, s. 46-71

The Stakeholders in developing marketing capabilities in internationalising og SMEs

Opportunity recognition and new venture creation in internationalizing university spin-outs: cases from Denmark and
Ireland

Crossing the imaginary crevasse: How do academic entrepreneurs make sense of the business project
Hannibal, M., 15 jun. 2011. 20 s.

Methodological considerations on using think aloud protocols in research on academic founders
Hannibal, M., 1 jun. 2011. 25 s.

Renewing Industry cluster development via interregional industry - university links
Arbuthnott, A., Hannibal, M. & Nybacka, M., 2011, I : International Journal of Innovation and Regional Development. 3, 6,
s. 604-631

Sub-suppliers in the life science industry: the case of two Danish university spin-offs

Enacting industry cluster renewal through interregional university pipelines: a process of sensemaking in the Swedish
periphery
Netværksetableringens betydning for SMV’eres innovationsevne: Eksemplificeret ved m-commercesektoren

SME's Alliance Dynamics in the Mobile Marketing Industry
Knudsen, M. H. & Rasmussen, E. S., 1 jan. 2009, I: International Business & Economics Review. 1, 1, s. 55-68 14 s.

From E to M-Commerce: Image Spill-over Effect of M-applications: The Case of a Danish Mall

Marketing with M-commerce - Innovation Through Marketing
Hannibal, M. & Rasmussen, E. S., 2009. 20 s.

The Negative Spill-Over Effect Of A Place Brand: The Case of a small danish municipality
European Academy of Management

Identity and Sense-Making of the University Spin-off Entrepreneur

The Brand of a Place as a Barrier to Entrepreneurship and SME development

University spin-offs: A special way of being an entrepreneur?

Nyborg Kommune - Når tre bliver til én
Hannibal, M. & Østergaard, P., 2007, Brand Base, SDU.

Nyborg Kommune - Visioner for fremtiden
Hannibal, M. & Østergaard, P., 2007, Brand Base, SDU. 70 s.

Rekruttering- og opkvalificeringsprojekt for Danish Crown i Esbjerg

CV
Curriculum Vitae
Name: Martin Hannibal, PhD
Date of Birth: April 30th, 1974
Business Address: Department of Marketing & Management, University of Southern Denmark
Campusvej 55, DK-5230 Odense M, Denmark
E-Mail: mhh@sam.sdu.dk
Phone: +45 65503387/+45 21770367
Education Place Year
PhD in Business University of Southern Denmark, Department 2012
Administration of Marketing & Management
Masters Degree in University of Southern Denmark, Department 2004
Philosophy of Philosophy, Religion & Pedagogy
Minor in Social Science University of Southern Denmark, Department 2001-2003
of Social Science
Bachelor in Philosophy University of Southern Denmark, Department 2001
of Philosophy, Religion & Pedagogy
Publications
Articles and Book chapters


Papers in review

Evers, Natasha, Svante Andersson & Martin Hannibal (2012) "Stakeholders and Marketing Capabilities in International New Ventures: Evidence from Ireland, Sweden, and Denmark", submitted to Journal of International Marketing, Accepted: July 2012


Hannibal, Martin (2011) “Methodological considerations on using think aloud protocols in research on academic founders”, submitted to Prometheus, Aug. 15th 2011, (1st round)


Conference papers

Evers, Natasha, Svante Andersson & Martin Hannibal (2012) "The role Stakeholders in de-voping Marketing Capabilities in Internationalising of SMEs” Conference paper, AIBUKI 2012


Jørgensen, Frances, John Ulhøi, Martin Hannibal & Erik S. Rasmussen (2009) "The Influen-ce of Network formation characteristics on innovation capacity: The case of M-commerce SMEs", conference paper, CINet 2009


Hannibal, Martin & Erik S. Rasmussen (2009) "From E to M-commerce: Image Spill-Over Effect of M-.Applications: The Case of a Danish Mall” conference paper AIIEEE 2009


Others

Eriksen, Andreas, Martin Hannibal & Tage Koed Madsen (2007) Rekruterring- og opkvalificeringsprojekt for Danish Crown i Esbjerg, [Recruitment and Qualification project at Danish Crown in Esbjerg] (report) Department of Marketing & Management, University of Southern Denmark.


Conference attendances


2015 AIB-UKI annual conference, Manchester

1st EFMD (2013) – Babson, Boston, USA

2012 AIB annual Conference, Washington DC

14th McGill conference, Odense, Denmark

53rd & 56th ICSB World conference

9th & 11th EURAM annual conference

9th & 10th International CINet conference

2009 Annual AOM Meeting, Chicago, IL, USA

9th The International Academy of E-business, Honolulu, HI, USA

RENT XXII, Covilhã, Portugal

4th Global Conference on Entrepreneurship and Innovation, Tylösand, Sweden

Municipal Branding – Kick-off conference, Odense, Denmark

III

33rd EIBA annual conference, Catania, Italy

Review experience

Journal of International Business Studies (2018 - )

International Journal of Entrepreneurship Behaviour & Research (2012 - )

International Entrepreneurship and Management Journal (2009 - )

International Business and Economic Review (2009 - )

ISBE reviewer (2012)

McGill reviewer (2011)


ICSB reviewer (2008, 2011)

EIBA reviewer (2009)

CiNet reviewer (2009)

Other academic references of relevance

Assigned Chair, (track: Shaping the Entrepreneurship Research Agenda) EURAM 2012

Research stay at Darden School of Business, Charlottesville, VA, USA (April – October 2010), Host: Saras Sarasvathy

Recipient of Tuborg’s national and annual business research scholarship (2009)


Projects in conjunction with practitioners


Research project, DCX – Esbjerg (A2007) Planned and carried out qualitative interviews Wrote part of the report (see list of publications above).

Research project, Ny – Nyborg kommune (A2006 – S2007) Planning, data gathering, planned and carried out workshop with relevant stakeholders. Wrote two reports grounded in the data (see list of publications above).

Work experience

Head of research unit International Business and Entrepreneurship SDU, Department of Marketing & Management Present

Associate professor SDU, Department of Marketing & Management Present

Assistant professor SDU, Department of Marketing & Management A2011 – A2016

PhD – Student University of Southern Denmark (SDU) A2008 – A2011

Department of Marketing & Management

Research assistant SDU, Department of Marketing & Management A2006 – A2008

Full time lecturer SDU, Department of Marketing & Management A2005 – A2006

Teaching assistant SDU, Dep. of Journalism, Dep. of Social Science S2005 – A2005

Dep. of Marketing and Management

Lecturer University College Lillebaelt, Nursing School Vejle A2002 – A2006

Carpenter Anso A/S, Vejle, Denmark 1994-1996

Teaching Experience

Global entrepreneurship 3 SDU, MSc Engineering (Product Development and Innovation) S2012

Markets and Behavior SDU, BSc Engineering (Innovation and Business) S2012

Internationale Market Relations SDU, MSc Economics and Business Administration S2012

International Entrepreneurship SDU, MSc Economics and Business Administration A2011

Introduktion til Marketing SDU, MBA i redaktionel ledelse A2009

Introduktion til Økonomisk metode II SDU, Minor subject, Marketing Branding & communication A2007-09

Organisationskommunikation II SDU, BSc Media science S2008-09

Introduktion til Økonomisk metode I SDU, Minor Subject, Marketing Branding & CommunicatioS2007-09


Markedskommunikation SDU, MSc Economics and Business Administration A2005-06

Sociology SDU, BSc Journalism/Business, Language, and Culture A2005-06

Medie- og Kultur historie SDU, BSc Media Science A2005

Media sociology SDU, MSc Journalism S2005

HA-rapport II, Videnskabelig metode SDU, BSc Economics and Business Administration S2005-2006

Videns- og Mediesociologi SDU, MSc in Biology S2005-2006

Videnskabelig metode II UCL, Nursing School Vejle A2004-06

Videnskabelig metode UCL, Naursing School Vejle S2002-06